

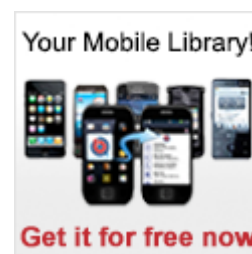
Library Website Promotion of App

Website promotion of your app is one of the single-most important measures you can take to promote your new app to your patrons and students. Effective website promotion of the app can result in 5X the number of people using your app. This could be the difference between 5,000 vs. 25,000 people taking advantage of your libraries resources 24/7, wherever they are.

There are a number of specific actions to be taken with your website in order to maximize exposure to your patrons and students:

a. Homepage Promotion

- i. Prominent placement of the ad on the homepage, “above-the-fold” (no scrolling down the page required to see the ad)
- ii. Link to the dedication page promoting Your App (see next point)
- iii. Visit www.boopsie.com/marketing-materials/ to view and download the variety of different ads we’ve created for you to use on your homepage to promote Your Library’s App



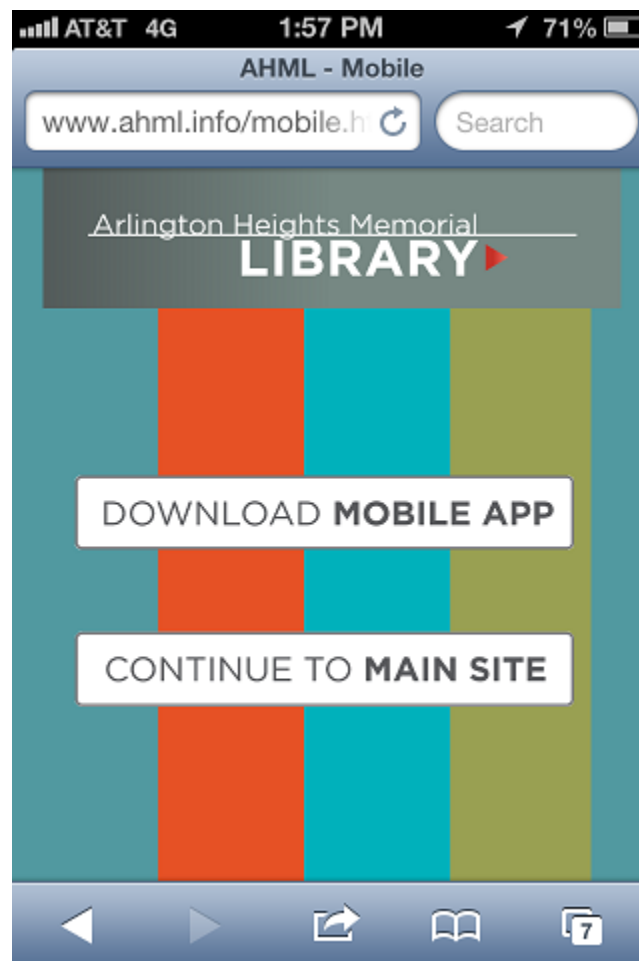
b. Dedicated Page on Your Website Promoting Your App

- i. Make it easy to find
 1. Inclusion in website sitemap
 2. On-site search (if applicable on your website)
 3. Include links to this page on major pages within your website
- ii. Strong Call to Action (“Download Now!”)
- iii. Link to your unique PIN.boopsie.com for one-click-download
- iv. Visit www.boopsie.com/marketing-materials/ to view and download examples of landing pages we’ve put together

c. Mobile Redirect/Pop-up to Promote Download of the App

- i. When patrons visit your website on a mobile browser, this will cause an alert to pop-up, “Did you know we have an app? – Download Now”
- ii. One-click-download will dramatically increase patron exposure and usage of Your Library’s App, especially since they’re already on their smartphone or tablet device.
- iii. Visit www.boopsie.com/marketing-materials/ to download instructions and template code to implement Mobile Redirect on Your Library’s website

Example Screenshot of Mobile Redirect Page:



Email Newsletter Announcements, Regularly Promoting Your Library's App

An incredibly important compliment to your website is utilizing your existing Email Newsletters to your patrons and students to let them know about your new mobile App. We've constructed several email templates that you can take advantage of and customize to suit your needs.

50% or more of emails are opened via mobile devices now, which means email is The Perfect Opportunity to drive downloads and usage of your app, both right after you launch and on a regular basis.

1. Dedicate at least one or two newsletters announcing the launch of Your Library's App
 - a. See the two email templates we've put together below
2. Include regular reminders about Your Library's App in newsletters on an on-going basis
 - a. See examples of promotional copy you can use for these below
 - b. Make sure these always link to your App URL, <http://wa.boopsie.com>, for one-click-download
3. Announce any major App updates (new eContent access) to your patrons as they are launched

EMAIL TEMPLATE 1

Email Subject: Now You Can Download eBooks on ANY Mobile Device, Anytime, Anywhere!

Email Headline: Great News! Now We Have an App for That!

Email Body:

We're excited to announce the launch of our very own Library App this week! The *Library Now* App works on any mobile and tablet device and provides access to all of our library's resources. And the best part is ... it's FREE!

Now you can download eBooks for Free right from your tablet or mobile phone. [Click here to download the app now](#). Whether you have an Apple (iOS) device, Android, Windows Phone, Kindle Fire, Blackberry, our app will provide you 24/7 access to all of our digital resources, wherever you are.

- Want access to Free eBooks and eAudioBooks?
- Want to search our catalog before you come down to the library?
- Want to find the nearest branch library?
- Have a question for a librarian?

All of this and more is available now through our [Library Name] App.

[BIG BUTTON – "Download Our App"]

If you have any questions about the app, please email us or give us a call at [phone number]. We will also be hosting an "App Training Day" on [upcoming App Day date].

Thanks.

[Librarian]

EMAIL TEMPLATE 2

Email Subject: Get Your Library's Mobile App! On ALL of your mobile devices

Email Headline: Can I Access My Library from My Smartphone?

Email Body:

Yes, you can! The Library has a free mobile application that you can use to access your library account, find the nearest branch, search the catalog for books, CDs and DVDs, and download eBooks for free, all while on the go!

What does it do?

- Download and read **FREE eBooks** on your phone or tablet!
- Download and listen to **FREE eAudioBooks**!
- **Access Your Library's Services 24/7** from your phone or tablet!
- **Search Your Library's Catalog quickly**, using our Smart Prefix Search
- Check your Account – **Reserve and Renew books, CDs, DVDs and more**
- Search the Calendar, Locate the Nearest Branch, Stay Connected, and Ask a Librarian for help!

[Click here](#) to download our App today!

Your device can't support apps? Not a problem, use the Web App instead! Visit <http://wa.boopsie.com> on your mobile device and the app will load in your mobile browser.

If you have any questions about the app, please email us or give us a call at [phone number]. We will also be hosting an "App Training Day" on

Thanks.

[Librarian]

EMAIL PROMOTION COPY – for inclusion in regular [monthly] newsletters

1. Did you know we recently launched *Library Now*, a new Library App that gives you access to the [Library Name] anytime you want, on any smartphone or tablet device? Click here to download the app for free!
2. Did you know you can download eBooks and eAudioBooks from your [Library Name] onto your smart phone or tablet for FREE?! Click here to download the app now!
3. Want access on the go? Download our free *Library Now* App to your smartphone or tablet and get access to free eBooks whenever you want, wherever you are!
4. Free eBooks and eAudioBooks anytime, anywhere, on any mobile or tablet device! Click here to download our free *Library Now* App today.
5. Download our *Library Now* App for your smartphone or tablet device and get access to FREE eBooks and eAudioBooks!

In-Library Print Collateral

In-library print collateral is another valuable and important way to let patrons and students know about your app WHILE they are in your library. It's a perfect opportunity to grab their attention while they're engaged to introduce them to all the ways they can access your libraries services and resources whenever, wherever! We've put together a variety of different templates that are quickly and easily customized to your library then printed for display and distribution.

- Bookmarks/Business cards
- Flyers
- Signage

Visit www.boopsie.com/marketing-materials/ to view and download templates to each of the different types of print collateral that we recommend displaying in your library once your app is live.

Did you know you have 24/7/365 access to Your Library on ANY and EVERY Mobile Device?

Windows 8 ANDROID Apple kindle [App Icon]

Here are just a few of the benefits of downloading your library's app today:

- Download FREE eBooks, audiobooks, and other eContent from your library on your phone or tablet!
- **BookLook** – Found a book at a book store? See if it's available for FREE from your local public library before making a purchase!
- **BookCheck** – Check books out directly using your phone or tablet!
- Use your library's services from your mobile device without having to visit! All you need is your library card!

Download Now

Search for Your Local Library in the App Store, find it on Your Library Website, or go to www.boopsie.com/findyourlibrary

“App Day” App-Training Sessions and other Promotion Events

Many libraries already offer a regular “Tech Day” event at the library to aid patrons and students in understanding all the services and resources available to them at their library. Dedicating a regularly occurring Tech Day for Your Library’s App will make sure your community is fully aware that your library’s doors never shut now that you offer an App just for them! Here are some of the major topics we recommend covering during your App Days:

- Searching the Catalog
- Accessing and downloading Free eContent
 - OverDrive
 - 3M Cloud Library
 - OneClickdigital
 - Axis 360
- Ask A Librarian feature
- Events and Calendars section
- Multilingual capability (if applicable)
- BookLook Mobile™ (if applicable)
- BookCheck™ (if applicable)

Other promotional events: Library Scavenger Hunt

- Host an event that is an “educational contest” encouraging your patrons to engage with the app and engage with the library in a fun way
- Create [10] different things that must be completed/accomplished/found for the scavenger hunt, all things that can be done using your app. Here are some examples
 - Find a book in the catalog and locate it in the stacks
 - Find and check-out a book via the app
 - Download and read a particular eBook to find a piece of information
 - Download and listen to a particular eAudioBook to find a piece of information
 - Find a particular up-coming event at the library (great promotion opportunity too!)